

ORDER



Orders	Order / Rev:	105755
	Alt Order #:	06844794
	Product Desc:	AM 4 PROSPERITY SEN
	Estimate:	514
	Flight Dates:	08/22/12 - 08/28/12
	Original Date / Rev:	08/21/12 / 08/21/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	Mentzer Media Services, Inc.
	Buying Contact:	
	Billing Contact:	
		600 Fairmont Ave.
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Americans for Prosperity
	Demographic:	A35+
	Product Codes:	PLI2
	Priority:	1
	Revenue Codes:	POLITICAL/AGY, PISSUE, GEN

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	40	\$35,925.00	\$30,536.25
08/27/12	08/28/12	12	\$11,150.00	\$9,477.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	40	\$35,925.00	\$30,536.25	0.00
September 2012	12	\$11,150.00	\$9,477.50	0.00
Totals	52	\$47,075.00	\$40,013.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

KSNV	30%	\$47,075.00
Market	100%	\$156,916.67

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$47,075.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$39,229.17
KTUD	0%	\$0.00
KVVU	15%	\$23,537.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	GM	6-7a	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
NEWS															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								

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Advertiser: Americans for Prosperity
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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$1,000.00		0.00						
E 2	KSNV	08/22/12	08/23/12	Today Show Today Show	CM	658a-9am	--WT---	:30	2	\$1,500.00	1	0.00	NM	2	\$3,000.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WT---	2		\$1,500.00		0.00						
E 3	KSNV	08/22/12	08/23/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	--WT---	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WT---	3		\$900.00		0.00						
E 4	KSNV	08/22/12	08/23/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	--WT---	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WT---	3		\$450.00		0.00						
E 5	KSNV	08/22/12	08/24/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$1,200.00		0.00						
E 6	KSNV	08/22/12	08/24/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$450.00		0.00						
E 7	KSNV	08/22/12	08/24/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	--WTF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
WH/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$1,300.00		0.00						
E 8	KSNV	08/22/12	08/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	3	\$1,100.00	1	0.00	NM	3	\$3,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$1,100.00		0.00						
E 9	KSNV	08/22/12	08/24/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$750.00		0.00						
E 10	KSNV	08/25/12	08/25/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	1		\$350.00		0.00						
E 11	KSNV	08/25/12	08/25/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	1		\$625.00		0.00						
E 12	KSNV	08/25/12	08/25/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	2		\$650.00		0.00						
E 13	KSNV	08/25/12	08/25/12		CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Weekend Jeopardy/Wheel WKND Jeop/Wheel											
				JEP/WH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S-					2	\$500.00		0.00			
E 14	KSNV	08/25/12	08/25/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
				VEGAS INC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S-					1	\$375.00		0.00			
E 15	KSNV	08/25/12	08/25/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S-					1	\$1,100.00		0.00			
E 16	KSNV	08/26/12	08/26/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$625.00		0.00			
E 17	KSNV	08/26/12	08/26/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				CM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$500.00		0.00			
E 19	KSNV	08/26/12	08/26/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				NEWS AFT NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$1,100.00		0.00			
E 20	KSNV	08/26/12	08/26/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$1,100.00		0.00			
E 21	KSNV	08/26/12	08/26/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
				SPORTS NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$400.00		0.00			
E 22	KSNV	08/28/12	08/28/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	-T-----					1	\$1,000.00		0.00			
E 23	KSNV	08/27/12	08/27/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
				TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----					1	\$1,500.00		0.00			
E 24	KSNV	08/27/12	08/27/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				TODAY II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----					1	\$900.00		0.00			
E 25	KSNV	08/28/12	08/28/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
				TODAY III											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	-T-----					1	\$450.00		0.00			
E 26	KSNV	08/27/12	08/28/12		CM	3-4p	MT-----	:30	2	\$450.00	1	0.00	NM	2	\$900.00

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Advertiser: Americans for Prosperity
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 Estimate: 514

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil											
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MT-----			2		\$450.00		0.00				
E 27	KSNV	08/27/12	08/27/12	M-F Early News	CM	5-630p	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$1,200.00		0.00				
E 28	KSNV	08/27/12	08/28/12	M-F Jeop/Wheel	CM	630-730pm	MT-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
				M-F Jeopardy/Wheel of Fortune											
				JEP.WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MT-----			2		\$1,300.00		0.00				
E 29	KSNV	08/28/12	08/28/12	M-F News 3 at Eleven	CM	11pm-1135pm	-T-----	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-T-----			1		\$1,100.00		0.00				
E 30	KSNV	08/27/12	08/28/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
				Tonight Show											
				TON SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MT-----			2		\$750.00		0.00				
E 31	KSNV	08/26/12	08/26/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
				Meet the Press											
				MTP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S			1		\$3,000.00		0.00				
													Totals	52	\$47,075.00